

ESTTA Tracking number: **ESTTA673342**

Filing date: **05/20/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Pure Licensing Limited
Granted to Date of previous extension	05/20/2015
Address	Trustnet ChambersPO Box 3444 Road Town Tortola, VIRGIN ISLANDS, BRITISH
Attorney information	Lisa W. Rosaya Baker & McKenzie LLP 452 Fifth Avenue New York, NY 10018 UNITED STATES lisa.rosaya@bakermckenzie.com, lindsey.ustrata@bakermckenzie.com, nyc-trademarks@bakermckenzie.com Phone:212.626.4557

Applicant Information

Application No	79144065	Publication date	01/20/2015
Opposition Filing Date	05/20/2015	Opposition Period Ends	05/20/2015
International Registration No.	1195767	International Registration Date	01/16/2014
Applicant	Purebrandz Pty Ltd Unit 4 Molendinar QLD 4214, AUSTRALIA		

Goods/Services Affected by Opposition


Class 025. First Use: 0 First Use In Commerce: 0


All goods and services in the class are opposed, namely: Apparel, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; sportswear, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; shoes for sports wear; sports footwear; sportsheadgear, namely, caps, hats and cap visors; sports hosiery; sports jackets; sports jerseys; sports jumpers; sports shirts; sports socks; sports sweaters; sports uniforms; articles of waterproof clothing, namely, waterproof footwear, waterproof jackets and pants; leather belts

Grounds for Opposition


False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	3052435	Application Date	07/22/2004
Registration Date	01/31/2006	Foreign Priority Date	NONE
Word Mark	PURE YOGA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1999/12/00 First Use In Commerce: 1999/12/00 Clothing, namely shirts, tops, t-shirts, tank tops, and camisoles		


U.S. Registration No.	2474238	Application Date	06/07/1999
Registration Date	07/31/2001	Foreign Priority Date	NONE
Word Mark	PURE YOGA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1999/03/00 First Use In Commerce: 1999/06/00 physical fitness instruction services; and yoga instruction		


U.S. Registration No.	3803624	Application Date	12/27/2007
Registration Date	06/15/2010	Foreign Priority Date	NONE
Word Mark	PURE YOGA		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2008/07/00 First Use In Commerce: 2010/02/26 Clothing and headgear, namely, shirts, pants, vests, sweaters, coats, jackets, trousers, leggings, shorts, hats, caps, sunhats, visors; yoga wear, namely, yogapants and camisoles; yoga footwear, namely, yoga pumps; jogging outfits; exercise wear, namely, T-shirts, shorts; sports wear, namely, leotards, headbands, sweat suits, gym shorts; T-shirts; pants, sweat pants; sweat shirts; shorts; tank tops; sweaters; hats; caps and shirts		
U.S. Registration No.	4002722	Application Date	12/27/2007
Registration Date	07/26/2011	Foreign Priority Date	NONE
Word Mark	PURE YOGA		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00 Training services in the field of yoga;educational services, namely, arrangingand conducting classes, seminars, conferences, conventions, exhibitions and in- structor training in the fields of yoga instruction, yoga philosophy, yoga theory- and practice, integration of medical and yogic systems, yoga therapy, market- ingyoga services, physical fitness, meditation, and self-awareness; providing on- line information relating to yoga instruction and sports; editorial services for oth- ers, namely, editing of books, magazines, leaflets and printed matter relating to yoga		
U.S. Registration No.	4540575	Application Date	08/06/2013
Registration Date	05/27/2014	Foreign Priority Date	NONE
Word Mark	PURE YOGA		

Design Mark			
Description of Mark	The mark consists of the word "PURE" instylized font, above the word "YOGA" instylized and smaller font.		
Goods/Services	Class 041. First use: First Use: 2014/01/31 First Use In Commerce: 2014/01/31 Training services in the field of yoga;educational services, namely, arrangingand conducting classes, seminars, conferences, conventions, exhibitions and in-structor training in the fields of yoga instruction, yoga philosophy, yoga theory-and practice, integration of medical and yogic systems, yoga therapy, market-ingyoga services, physical fitness, meditation, and self-awareness; providing on-line information relating to yoga instruction and sports; editorial services for oth-ers, namely, editing of books, magazines, leaflets and printed matter relating to yoga		
U.S. Registration No.	4230221	Application Date	01/10/2008
Registration Date	10/23/2012	Foreign Priority Date	NONE
Word Mark	PURE YOGA		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2012/08/01 First Use In Commerce: 2012/08/01 Providing accommodations, namely, hotels and boarding houses, rental of temporary accommodations; making hotel reservations for others; making temporary accommodation reservations for others; hotel services, booking of hotel accommodations for others, reservation services for booking hotel accommodations and meals for others; providing information relating to hotel, motel, restaurant and bar services on-line from a computer database or via the Internet or extranets		
U.S. Application No.	86029532	Application Date	08/06/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	PURE YOGA		

Design Mark	
Description of Mark	The mark consists of the word "PURE" instylized font, above the word "YOGA" instylized and smaller font.
Goods/Services	Class 025. First use: First Use: 0 First Use In Commerce: 0 Headwear; clothing, yoga wear, exercisewear and sportswear, namely, T-shirts, pants, sweat pants, sweat shirts, shorts, tank tops, tights, bathing suits, beachwear, belts, cloth bibs, underwear, sweaters, Halloween costumes, dresses, gloves, hats, caps, hosiery, infant wear, jackets, mittens, pajamas, shirts, infant sleepers, socks, vests, jerseys, scarves, neckties, robes, night shirts, night gowns, head bands, wrist bands, skirts, coats, leotards, leg warmers, stockings, panty hose, rainwear

Attachments	76603699#TMSN.png(bytes) 75723841#TMSN.png(bytes) 77359948#TMSN.png(bytes) 77359942#TMSN.png(bytes) 86029541#TMSN.png(bytes) 77368306#TMSN.png(bytes) 86029532#TMSN.png(bytes) Notice of Opposition - PURE SAILING (App. No. 79144065).pdf(654897 bytes) Notice of Opposition - Exhibit A_PURE LICENSING LIMITED.pdf(1090490 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/LEU/
Name	Lisa W. Rosaya
Date	05/20/2015

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD


Pure Licensing Limited)	Opposition No.:_____
)	
Opposer,)	Serial No.: 79144065
)	
v.)	Mark: PURE SAILING
)	
Purebrandz Pty Ltd,)	
)	
Applicant.)	
)	
)	



NOTICE OF OPPOSITION



Pure Licensing Limited, a corporation incorporated under the laws of the British Virgin Islands, whose business address is Trustnet Chambers, P.O. Box 3444, Road Town, Tortola, British Virgin Islands (hereinafter "Opposer") believes it is and will be damaged and injured by the registration of the mark **PURE SAILING** for "[a]pparel, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; sportswear, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; shoes for sports wear; sports footwear; sports headgear, namely, caps, hats and cap visors; sports hosiery; sports jackets; sports jerseys; sports jumpers; sports shirts; sports socks; sports sweaters; sports uniforms; articles of waterproof clothing, namely, waterproof footwear, waterproof jackets and pants; leather belts" in International Class 25 ("Applicant's Goods"), as shown in Application Serial No. 79144065 (hereinafter the "Application") filed on January 16, 2014 by Purebrandz Pty Ltd (hereinafter "Applicant"), and published for opposition on January 20, 2015 in the *Official Gazette for Trademarks*. Opposer hereby opposes registration of the Application.

Opposer alleges, solely for the purpose of this proceeding, as grounds for opposition, the following:

1. Opposer is the owner of the following U.S. registrations and allowed application for marks containing **PURE** which cover goods and services that are identical or highly related to the goods covered in Applicant's Application, namely:

<i>Reg. No. / App. No.</i>	<i>Mark</i>	<i>Goods and Services</i>	<i>App. Date / Reg. Date</i>
3052435	PURE YOGA	Class 25: Clothing, namely shirts, tops, t-shirts, tank tops, and camisoles	July 22, 2004 / January 31, 2006
2474238	PURE YOGA	Class 41: Physical fitness instruction services; and yoga instruction	June 7, 1999 / July 31, 2001
3803624		Class 25: Clothing and headgear, namely, shirts, pants, vests, sweaters, coats, jackets, trousers, leggings, shorts, hats, caps, sunhats, visors; yoga wear, namely, yoga pants and camisoles; yoga footwear, namely, yoga pumps; jogging outfits; exercise wear, namely, T-shirts, shorts; sports wear, namely, leotards, headbands, sweat suits, gym shorts; T-shirts; pants, sweat pants; sweat shirts; shorts; tank tops; sweaters; hats; caps and shirts	December 27, 2007 / June 15, 2010

4002722		<p>Class 41: Training services in the field of yoga; educational services, namely, arranging and conducting classes, seminars, conferences, conventions, exhibitions and instructor training in the fields of yoga instruction, yoga philosophy, yoga theory and practice, integration of medical and yogic systems, yoga therapy, marketing yoga services, physical fitness, meditation, and self-awareness; providing on-line information relating to yoga instruction and sports; editorial services for others, namely, editing of books, magazines, leaflets and printed matter relating to yoga</p>	<p>December 27, 2007 / July 26, 2011</p>
4540575		<p>Class 41: Training services in the field of yoga; educational services, namely, arranging and conducting classes, seminars, conferences, conventions, exhibitions and instructor training in the fields of yoga instruction, yoga philosophy, yoga theory and practice, integration of medical and yogic systems, yoga therapy, marketing yoga services, physical fitness, meditation, and self-awareness; providing on-line information relating to yoga instruction and sports; editorial services for others, namely, editing of books, magazines, leaflets and printed matter relating to yoga</p>	<p>August 6, 2013 / May 27, 2014</p>

4230221		Class 43: Providing accommodations, namely, hotels and boarding houses, rental of temporary accommodations; making hotel reservations for others; making temporary accommodation reservations for others; hotel services, booking of hotel accommodations for others, reservation services for booking hotel accommodations and meals for others; providing information relating to hotel, motel, restaurant and bar services on-line from a computer database or via the Internet or extranets	January 10, 2008 / October 23, 2012
86029532		Class 25: Headwear; clothing, yoga wear, exercise wear and sportswear, namely, T-shirts, pants, sweat pants, sweat shirts, shorts, tank tops, tights, bathing suits, beachwear, belts, cloth bibs, underwear, sweaters, Halloween costumes, dresses, gloves, hats, caps, hosiery, infant wear, jackets, mittens, pajamas, shirts, infant sleepers, socks, vests, jerseys, scarves, neckties, robes, night shirts, night gowns, head bands, wrist bands, skirts, coats, leotards, leg warmers, stockings, panty hose, rainwear	August 6, 2013

Copies of these registrations are attached as **Exhibit A.**

2. Applicant's Application, which is based on a request for extension into the U.S. and a *bona fide* intent to use the applied-for mark in U.S. commerce, seeks registration of the mark PURE SAILING for "[a]pparel, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; sportswear, namely, shirts, polo shirts, singlets, jerseys, jackets, shorts, pants, snow pants, snow suits, snow jackets, shoes and hats; shoes for sports wear; sports footwear; sports headgear, namely, caps, hats and cap visors; sports hosiery; sports jackets; sports jerseys; sports jumpers; sports shirts; sports socks; sports

sweaters; sports uniforms; articles of waterproof clothing, namely, waterproof footwear, waterproof jackets and pants; leather belts" in International Class 25.

3. Since at least as early as December 1999, Opposer, through its predecessor-in-interest, has sold articles of clothing in the U.S., and thus has used its **PURE YOGA** marks in U.S. interstate commerce or commerce that may be lawfully regulated by the U.S. Congress.

4. Opposer's use of its **PURE YOGA** marks as set forth in Paragraph 3, as well as the dates of Opposer's registrations and allowed application as set forth in Paragraph 1, are earlier than any date upon which Applicant can rely in relation to its Application. Thus, Opposer's rights in its **PURE YOGA** marks are senior to any purported rights of Applicant in the purported **PURE SAILING** mark.

5. As a result of Opposer's advertising and promotional efforts, as well as its prominent and continuous use of its **PURE YOGA** marks, Opposer's **PURE YOGA** marks have become widely recognized by Opposer's customers and the purchasing public as being associated with Opposer's high quality goods and related services and have become synonymous with the goodwill and reputation of Opposer. By virtue of the forgoing, Opposer's **PURE YOGA** marks have become and are famous and are therefore entitled to a high degree and wide zone of protection.

6. Opposer's **PURE YOGA** marks became famous well prior to January 16, 2014, the filing date of Applicant's Application.

7. Applicant's alleged **PURE SAILING** mark, which is the subject of the opposed Application, incorporates the dominant portion of Opposer's applied-for mark and thus is confusingly similar in appearance and commercial impression to Opposer's **PURE YOGA** marks.

8. Applicant's Goods which are to be sold under the PURE SAILING mark are identical to the goods sold and highly related to the services provided under Opposer's **PURE YOGA** marks.

9. Upon information and belief, Opposer's goods and services offered under Opposer's **PURE YOGA** marks and Applicant's Goods are likely to be offered, promoted and sold to the same class of purchasers.

10. Upon information and belief, Opposer's goods and services offered under Opposer's **PURE YOGA** marks and Applicant's Goods are likely to be offered, promoted or sold in the same channels of trade.

11. Due to the fact that Applicant's alleged PURE SAILING mark incorporates the dominant portion of Opposer's **PURE YOGA** marks, and in light of the identical and/or relatedness of the goods and services at issue, Applicant's alleged PURE SAILING mark falsely suggests a connection with Opposer, *e.g.*, that Opposer sponsors, approves or endorses Applicant's Goods, that Applicant is authorized, licensed or controlled by Opposer, or that Applicant is a division or subsidiary of, or in some way related to Opposer, which is not the case. Accordingly, Applicant's alleged mark "[c]onsists of ... matter which may disparage or falsely suggest a connection with [Opposer] ... or bring it into contempt, or disrepute." 15 U.S.C. § 1052 (a).

12. Due to the highly similar nature of the respective parties' marks and the goods and services at issue, Opposer believes and alleges that Applicant's alleged mark, when applied to the Applicant's Goods, is likely to cause confusion or mistake or to deceive, and will deceive and mislead the purchasing public into believing that Opposer is the source of Applicant's Goods. Accordingly, Applicant's alleged mark "so resembles a mark ... previously used in the United

States by another and not abandoned, as to be likely, when applied to the goods of the applicant, to cause confusion, or to cause mistake, or to deceive." 15 U.S.C. § 1052(d).

13. As the Applicant's alleged PURE SAILING mark incorporates the dominant portion of Opposer's **PURE YOGA** marks, it is clear that the similarity between Applicant's alleged mark and Opposer's famous **PURE YOGA** marks will create an association with Opposer's famous **PURE YOGA** marks "that impairs the distinctiveness of ... [Opposer's] famous mark" 15 U.S.C. § 1125 (c)(2)(B). Accordingly, Applicant's alleged mark will lead to dilution by blurring with respect to Opposer's mark.

14. As the Applicant's alleged PURE SAILING mark incorporates the dominant portion of Opposer's **PURE YOGA** marks, it is clear that the similarity between Applicant's alleged mark and Opposer's famous **PURE YOGA** marks will "harm the reputation of ... [Opposer's] famous mark. 15 U.S.C. § 1125 (c)(2)(C). Accordingly, Applicant's alleged mark will lead to dilution by tarnishment with respect to Opposer's mark.

15. If Applicant is permitted to register its alleged mark captioned above in connection with Applicant's Goods, a likelihood of consumer confusion and dilution of Opposer's **PURE YOGA** marks resulting in damage and injury to Opposer would be caused and would result by reason of the identical nature of Applicant's alleged mark and Opposer's **PURE YOGA** marks. Furthermore, any misrepresentation, objection or fault found with Applicant's Goods promoted or sold under its alleged mark would necessarily reflect on and seriously injure the reputation that Opposer has established through use of the **PURE YOGA** marks.


16. If Applicant is granted registration of its alleged PURE SAILING mark, it would thereby obtain at least a *prima facie* exclusive right to use its alleged mark. This would be a source of further damage and injury to Opposer.

17. For the reasons set forth in the foregoing paragraphs, Applicant is not entitled to register its alleged PURE SAILING mark and the Application should be refused registration in accordance with Sections 2(a), 2(d) and 43(c) of the Lanham Act.

WHEREFORE, Opposer prays that Application Serial No. 79144065 be rejected, that registration of Applicant's alleged mark shown therein be refused and that this Opposition be sustained in favor of Opposer.

Respectfully submitted,

By:



Lisa W. Rosaya
Lindsey Utrata
BAKER & MCKENZIE LLP
452 Fifth Avenue
New York, NY 10018
Tel: (212) 626-4557
Fax: (212) 310-1659

Date: May 20, 2015

Attorneys for Opposer

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing **NOTICE OF OPPOSITION** was served via First Class mail on Attorney for Applicant, Monica Riva Talley, Esq., Sterne, Kessler, Goldstein & Fox P.L.L.C., 1100 New York Avenue, NW, Washington, D.C. 20005 on this 20th day of May, 2015.



Sonia Allahdad

EXHIBIT A:



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PURE YOGA

Word Mark PURE YOGA

Goods and Services IC 025. US 022 039. G & S: Clothing, namely shirts, tops, t-shirts, tank tops, and camisoles.
FIRST USE: 19991200. FIRST USE IN COMMERCE: 19991200

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 76603699

Filing Date July 22, 2004

Current Basis 1A

Original Filing Basis 1A

Published for Opposition November 8, 2005

Registration Number 3052435

Registration Date January 31, 2006

Owner (REGISTRANT) STRYKER, ROD INDIVIDUAL UNITED STATES 1351 Westwood Blvd., Suite 120 Los Angeles CALIFORNIA 90024

(LAST LISTED OWNER) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, P.O. Box 3444 ROAD TOWN, TORTOLA BR.VIRGIN ISLANDS

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Joseph R. Dreitler

Prior Registrations 2474238;2474240

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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PURE YOGA

Word Mark	PURE YOGA
Goods and Services	IC 041, US 100 101 107. G & S: physical fitness instruction services; and yoga instruction. FIRST USE: 19990300. FIRST USE IN COMMERCE: 19990600
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75723841
Filing Date	June 7, 1999
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 18, 2000
Registration Number	2474238
Registration Date	July 31, 2001
Owner	(REGISTRANT) Stryker, Rod INDIVIDUAL UNITED STATES 11718 Barrington Court Suite 188 Los Angeles CALIFORNIA 90049 (LAST LISTED OWNER) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, P.O. Box 3444 ROAD TOWN, TORTOLA BR.VIRGIN ISLANDS
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Joseph R. Dreitler

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110818.

Renewal 1ST RENEWAL 20110818

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Word Mark PURE YOGA

Goods and Services IC 025. US 022 039. G & S: Clothing and headgear, namely, shirts, pants, vests, sweaters, coats, jackets, trousers, leggings, shorts, hats, caps, sunhats, visors; yoga wear, namely, yoga pants and camisoles; yoga footwear, namely, yoga pumps; jogging outfits; exercise wear, namely, T-shirts, shorts; sports wear, namely, leotards, headbands, sweat suits, gym shorts; T-shirts; pants, sweat pants; sweat shirts; shorts; tank tops; sweaters; hats; caps and shirts. FIRST USE: 20080700. FIRST USE IN COMMERCE: 20100226

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded

Trademark Search Facility Classification Code SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons

Serial Number 77359948

Filing Date December 27, 2007

Current Basis 1A

Original Filing Basis 1B

Published for Opposition December 9, 2008

Registration Number 3803624

Registration Date June 15, 2010

Owner (REGISTRANT) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, PO Box 3444 Road Town Tortola BR.VIRGIN ISLANDS

Attorney of Record Joseph R. Dreitler

Prior Registrations 2474238;2474240;3052435

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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**Word Mark** PURE YOGA

Goods and Services IC 041. US 100 101 107. G & S: Training services in the field of yoga; educational services, namely, arranging and conducting classes, seminars, conferences, conventions, exhibitions and instructor training in the fields of yoga instruction, yoga philosophy, yoga theory and practice, integration of medical and yogic systems, yoga therapy, marketing yoga services, physical fitness, meditation, and self-awareness; providing on-line information relating to yoga instruction and sports; editorial services for others, namely, editing of books, magazines, leaflets and printed matter relating to yoga. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 77359942

Filing Date December 27, 2007

Current Basis 1A

Original Filing Basis 1B

Published for Opposition April 14, 2009

Registration Number 4002722

Registration Date July 26, 2011

Owner

(REGISTRANT) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet
Chambers, PO Box 3444 Road Town Tortola BR.VIRGIN ISLANDS

**Attorney of
Record** Joseph R. Dreitler

**Prior
Registrations** 2474238;2474240;3052435

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK
AS SHOWN

**Description of
Mark** Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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Word Mark PURE YOGA
Goods and Services IC 041. US 100 101 107. G & S: Training services in the field of yoga; educational services, namely, arranging and conducting classes, seminars, conferences, conventions, exhibitions and instructor training in the fields of yoga instruction, yoga philosophy, yoga theory and practice, integration of medical and yogic systems, yoga therapy, marketing yoga services, physical fitness, meditation, and self-awareness; providing on-line information relating to yoga instruction and sports; editorial services for others, namely, editing of books, magazines, leaflets and printed matter relating to yoga. FIRST USE: 20140131. FIRST USE IN COMMERCE: 20140131
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 86029541
Filing Date August 6, 2013
Current Basis 1A
Original Filing Basis 1B
Published for Opposition December 31, 2013
Registration Number 4540575
Registration Date May 27, 2014
Owner (REGISTRANT) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, P.O. Box 3444 Road Town, Tortola BR.VIRGIN ISLANDS
 Joseph R. Dreitler

**Attorney of
Record****Prior
Registrations** 2474238;3052435;4002722;AND OTHERS**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK
AS SHOWN**Description of
Mark** Color is not claimed as a feature of the mark. The mark consists of the word "PURE" in stylized
font, above the word "YOGA" in stylized and smaller font.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE

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**Word Mark** PURE YOGA
Goods and Services IC 043. US 100 101. G & S: Providing accommodations, namely, hotels and boarding houses, rental of temporary accommodations; making hotel reservations for others; making temporary accommodation reservations for others; hotel services, booking of hotel accommodations for others, reservation services for booking hotel accommodations and meals for others; providing information relating to hotel, motel, restaurant and bar services on-line from a computer database or via the Internet or extranets. FIRST USE: 20120801. FIRST USE IN COMMERCE: 20120801
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS**Design Search Code** 26.09.21 - Squares that are completely or partially shaded**Serial Number** 77368306**Filing Date** January 10, 2008**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** December 20, 2011**Registration Number** 4230221**Registration Date** October 23, 2012
Owner (REGISTRANT) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, PO Box 3444 Road Town Tortola BR.VIRGIN ISLANDS

Attorney of Record Joseph R. Dreitler

Prior Registrations 2474238;2474240;3052435

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL

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Word Mark PURE YOGA

Goods and Services IC 025. US 022 039. G & S: Headwear; clothing, yoga wear, exercise wear and sportswear, namely, T-shirts, pants, sweat pants, sweat shirts, shorts, tank tops, tights, bathing suits, beachwear, belts, cloth bibs, underwear, sweaters, Halloween costumes, dresses, gloves, hats, caps, hosiery, infant wear, jackets, mittens, pajamas, shirts, infant sleepers, socks, vests, jerseys, scarves, neckties, robes, night shirts, night gowns, head bands, wrist bands, skirts, coats, leotards, leg warmers, stockings, panty hose, rainwear

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86029532

Filing Date August 6, 2013

Current Basis 1B

Original Filing Basis 1B

Published for Opposition March 4, 2014

Owner (APPLICANT) Pure Licensing Limited CORPORATION BR.VIRGIN ISLANDS Trustnet Chambers, P.O. Box 3444 Road Town, Tortola BR.VIRGIN ISLANDS

Attorney of Record Joseph R. Dreitler

Prior Registrations 2474238;3052435;3803624;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the word "PURE" in stylized font, above the word "YOGA" in stylized and smaller font.

Type of Mark TRADEMARK

Register PRINCIPAL

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